

WHAT IS CLAIMED IS:

5           1. A method for displaying video advertisements at a plurality of geographically separated theaters, the method comprising the steps of:

            storing a library of video advertisements at a clearing house remote from the theaters;

10          connecting the clearing house to the theaters through a network;

            transmitting video advertisements to the theaters over the network;

15          transmitting display schedules of the transmitted video advertisements to the theaters over the network;

            projecting a feature film onto a screen at one of the theaters; and

20          substituting the transmitted video advertisements for the feature film being projected at said theater so the transmitted video advertisements are displayed on the screen according to the schedules.

25          2. The method of claim 1, in which the connecting step connects the clearing house to the theaters through the Internet.

30          3. The method of claim 1, in which the step of transmitting display schedules transmits a different display schedule to each theater.

35          4. The method of claim 1, in which the step of transmitting video advertisements transmits a different set of video advertisements to each theater.

5       5. The method of claim 1, additionally comprising the  
step of compiling a log of the video advertisements actually  
displayed at each theater.

10      6. The method of claim 5, in which the log preparing  
step includes the time of display in the log.

15      7. The method of claim 5, additionally comprising the  
step of transmitting the logs to the clearing house.

20      8. The method of claim 7, additionally comprising the  
step of comparing the logs with display schedules to detect  
discrepancies.

25      9. The method of claim 1, additionally comprising the  
step of measuring one or more parameters representative of  
attendance at the theaters.

30      10. The method of claim 1, additionally comprising the  
step of measuring one or more parameters representative of  
audience demographics at the theaters.

35      11. The method of claim 9, additionally comprising the  
step of transmitting the one or more parameters  
representative of attendance to the clearing house over the  
network.

40      12. The method of claim 10, additionally comprising the  
step of transmitting the one or more parameters  
representative of audience demographics to the clearing house  
over the network.

5           13. The method of claim 1, additionally comprising the  
step of changing the display schedule at said theater in the  
course of the projection of the film.

10          14. The method of claim 1, comprising projecting feature  
films onto the screen at a number of other theaters and  
substituting the transmitted video advertisements for the  
feature films being projected at the other theaters so the  
transmitted video advertisements are displayed on the screens  
according to the schedules.

15          15. The method of claim 1 , in which the substituted  
video advertisements are generated electronically.

20          16. A method for displaying video advertisements at a  
plurality of geographically separated theaters that are  
playing motion pictures, the method comprising:  
            storing a library of video advertisements at a clearing  
house remote from the theaters;

25           connecting the clearing house to the theaters through a  
network;

            transmitting video advertisements to one of the theaters  
over the network;

            transmitting over the network a display schedule for the  
video advertisements transmitted to the one theater;

            playing a motion picture at the one theater; and

30           substituting for the motion picture being played the  
transmitted video advertisements according to the transmitted  
display schedule.